



**Talent Economic Development Commission  
REGULAR MEETING AGENDA  
Town Hall  
January 10, 2019 — 6:30 p.m.**

**REGULAR MEETING — 6:30 p.m.**

- 1. Call to Order/Roll Call**
- 2. Approval of Minutes**
- 3. Regular Agenda**
  - 3.1 Elections**
  - 3.2 Economic Development Survey Analysis & Review..... 5-26**
  - 3.3 2019 Goals Planning..... 27**
  - 3.4 Develop Budget Proposal for Council..... 28**
- 4. Discuss Agenda Items for the Next Meeting**
- 5. Adjournment**

**The City of Talent is an Equal Opportunity Provider**

*Note: This agenda and the entire agenda packet, including staff reports, referenced documents, resolutions and ordinances are posted on the City of Talent website ([www.cityoftalent.org](http://www.cityoftalent.org)) in advance of each meeting.*

*In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact TTY phone number 1-800-735-2900 for English and for Spanish please contact TTY phone number 1-800-735-3896.*



**Economic Development Commission**  
 Talent, Oregon Town Hall  
**December 13, 2018 – 6:30 PM**

REGULAR COMMISSION MEETING — 6:30 PM

1. Call to Order/Roll Call at 6:39 p.m.

Venue changed to City Hall due to an event taking place in Town Hall

Members Present:	Members Absent:
Commissioner Buono Commissioner Gioia Commissioner Hauser Commissioner Mallory Commissioner Chair Wilcoxson	
Also Present:	
Councilor Pederson Mr. Larry Locke Ms. Joann Chavez	

**2. Approval of Minutes**

Motion: Commissioner Mallory motioned to accept the Minutes from the November meeting, accepting the changes noted. Seconded by Commissioner Hauser

No Discussion

Vote: ALL ayes, \_ nays. Motion passes

**3. Regular Agenda:**

Panel interviews of Mr. Larry Locke and Ms. Joann Chavez for a seat on the Talent Economic Development Commission (EDC)

Discussion: Questions presented to each

Motion:

Discussion: Commissioner Mallory motioned to recommend the appointment of both interviewees to become part of the EDC. Seconded by Commissioner Gioia

Vote: ALL ayes, \_ nays. Motion passes

Discussion: Councilor Pederson will add the appointment recommendation to the next Council Agenda

**4. Other Business**

**4.1 Agenda Item: Goal Setting for 2019**

Councilor Pederson provided information on the Goal Setting schedule set forth by City Council that we should follow. Goals are to be itemized in September, with final goals submitted to Council by November. Since our commission is newly formed, it is okay for us to prepare and present later than regularly scheduled.

Budget is sent to City Council in January. According to Pederson, there is no budget for the EDC, but one can be allocated.

The City's budget year runs from July to June.

Management of the Goal-setting process is as follows:

**S**pecific

**M**easurable

**A**ttainable

**R**easonable

**T**imeline

To begin our process the Commission should reference the Economy Element that we discussed early on.

**Goal #1:** Analyze the completed survey. Send our recommendations to Council by date: \_\_\_\_\_

**Goal #2:** Identify barriers to operating a business in Talent, Oregon and how to implement a plan of action to help remove those barriers.

**Goal #3:** Identify a process on how to reach out to businesses. The Commission gave a range of a minimum of 10, with a maximum of 20 businesses to contact

**Goal #4:** Establish a budgeting account through the City Council to fund the online survey. Councilor Pederson suggested requesting enough money to fund surveys and to repay the donations already amassed by Commissioners Mallory (for purchase of Domain names), Buono and Wilcoxson (\$37.00 from each for the Internet survey fees).

Motion: Commissioner Hauser motioned to forward our goals to the City Council. Second by Commissioner Buono.

Discussion:

Vote: ALL ayes, \_ nays. Motion passes

#### **4.2 Agenda Item:** How to connect with local businesses

Discussion was held on a possible Business Leaders Reception to be hosted by the EDC sometime in the fall of 2019

**4.3** Goodbye and thank you to Councilor Pederson who is leaving at the end of the month.

#### **5. Discuss Agenda Items for the Next Meeting to be held on Thursday, January 10, 2019**

- a. Distribute Bylaw. Commissioner Wilcoxson will contact City Manager Sandy Spelliscy for the copies she consulted on
- b. Revisit the goals set at this meeting and put together a plan for implementing them
- c. Establish budget to submit to Council

Adjournment at 8:17 p.m.

Respectfully submitted by:

Lisa Gioia, Secretary

Attest:

\_\_\_\_\_  
(name), Chair

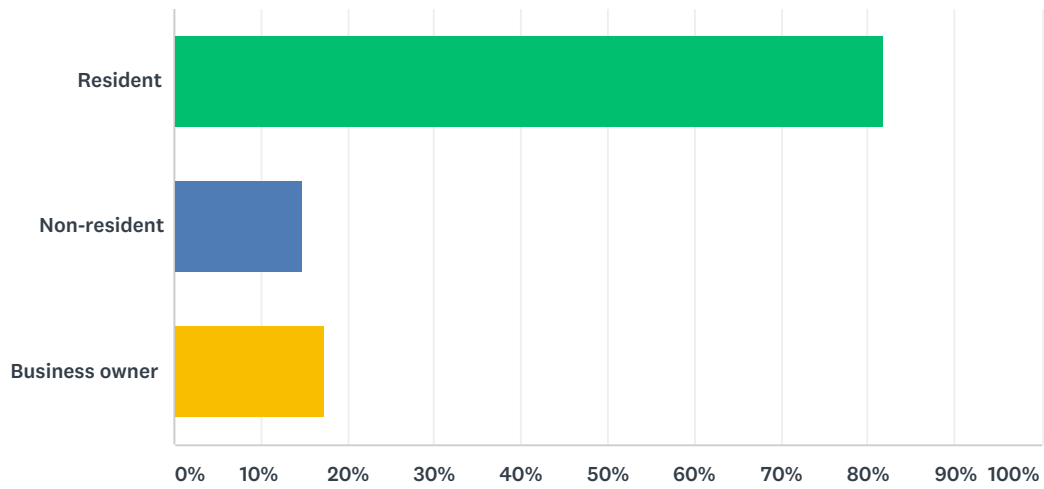
The City of Talent is an Equal Opportunity Provider

*Note: These minutes and the entire agenda packet, including staff report and referenced documents, are posted on the City of Talent website ([www.cityoftalent.org](http://www.cityoftalent.org)) after each meeting. The minutes are not a verbatim record: the narrative has been condensed and paraphrased to reflect the discussions and decisions made.*

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# Q1 Are you a resident, business-owner, non-resident of the City of Talent? [Select all that apply]

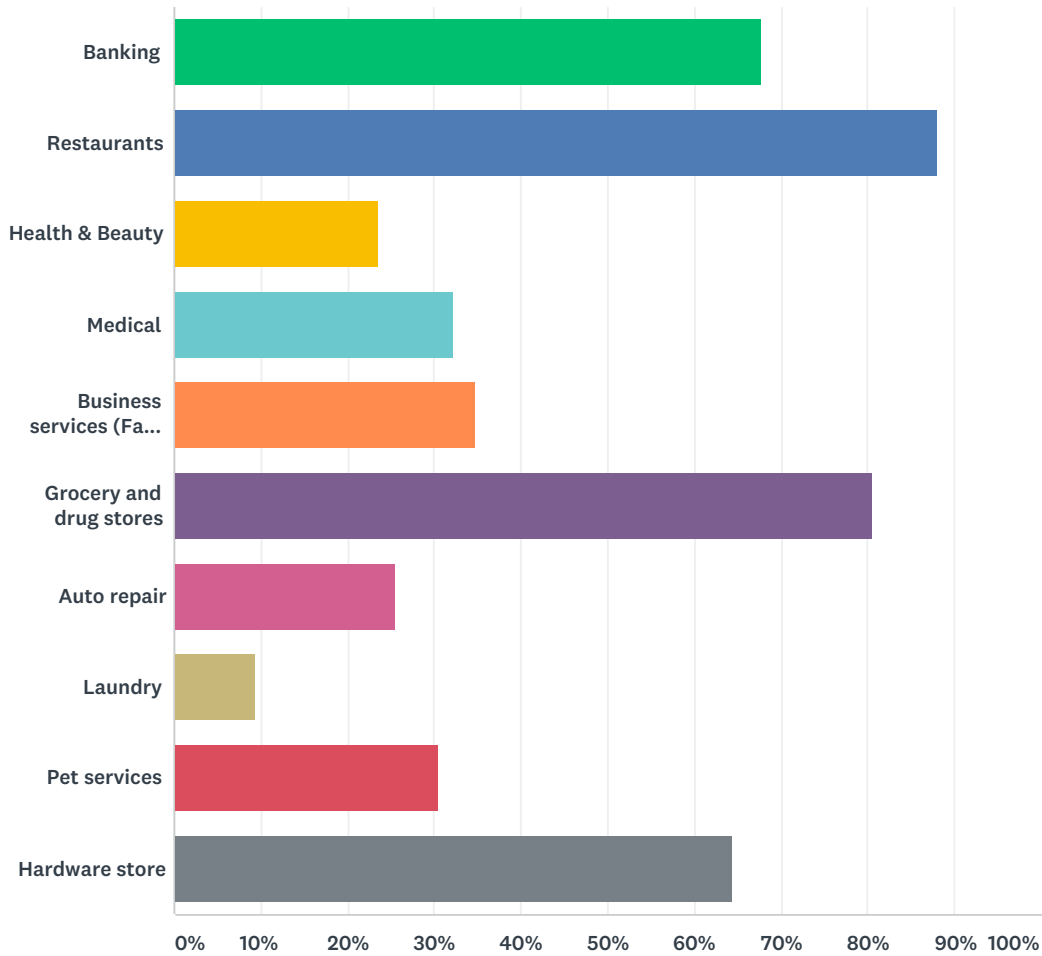
Answered: 121 Skipped: 0



ANSWER CHOICES	RESPONSES	
Resident	81.82%	99
Non-resident	14.88%	18
Business owner	17.36%	21
Total Respondents: 121		

## Q2 For Residents/Non-Residents: What businesses and/or services would you frequent in Talent on a regular basis? [Select all that apply]

Answered: 118 Skipped: 3

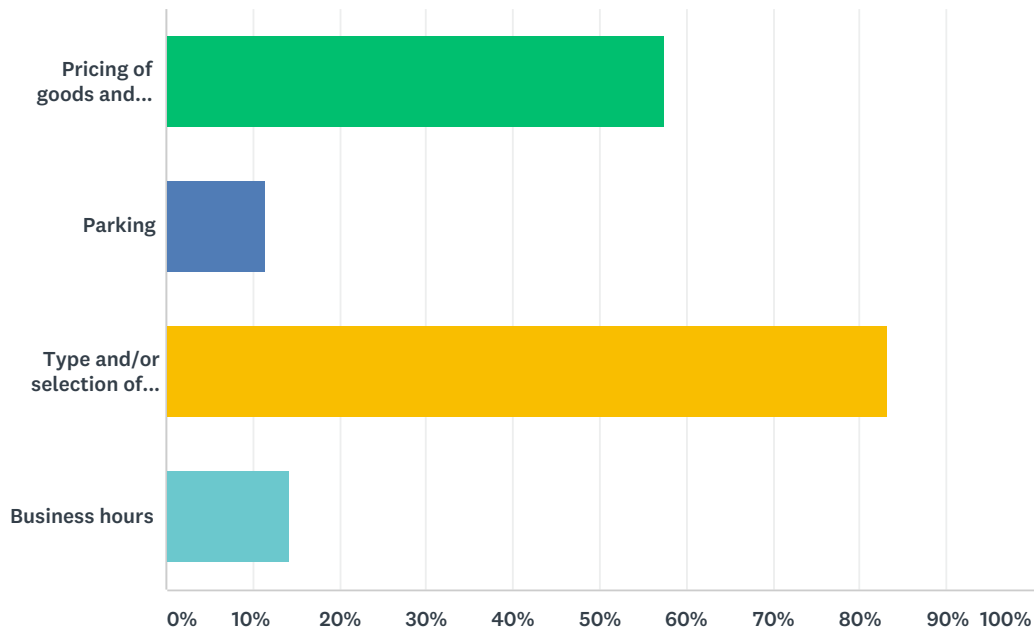


ANSWER CHOICES	RESPONSES	
Banking	67.80%	80
Restaurants	88.14%	104
Health & Beauty	23.73%	28
Medical	32.20%	38
Business services (Fax, copy center, shipping)	34.75%	41
Grocery and drug stores	80.51%	95
Auto repair	25.42%	30
Laundry	9.32%	11
Pet services	30.51%	36
Hardware store	64.41%	76

Total Respondents: 118

### Q3 What are the challenges you find that inhibit you from shopping, doing business and spending your dollars in Talent? [Select all that apply]

Answered: 113 Skipped: 8

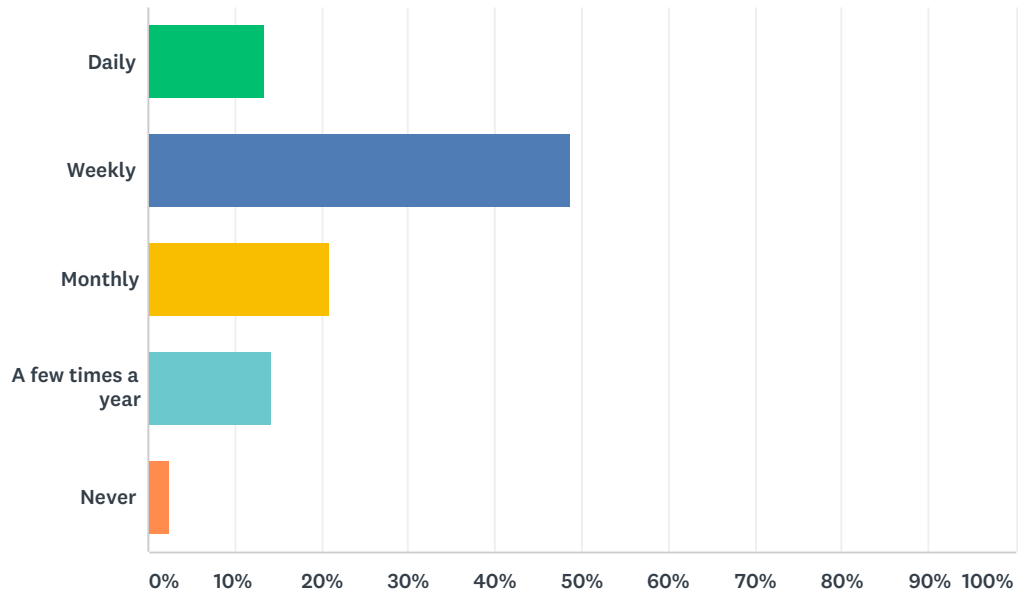


ANSWER CHOICES	RESPONSES	
Pricing of goods and services	57.52%	65
Parking	11.50%	13
Type and/or selection of services	83.19%	94
Business hours	14.16%	16
Total Respondents: 113		



### Q4 How often do you shop for goods and services in Talent?

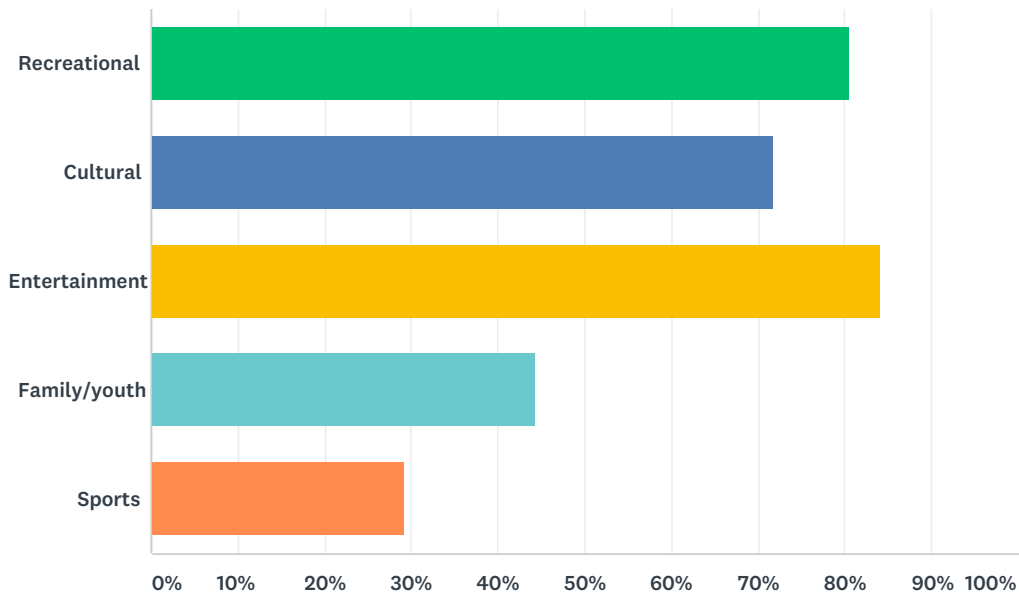
Answered: 119 Skipped: 2



ANSWER CHOICES	RESPONSES	
Daily	13.45%	16
Weekly	48.74%	58
Monthly	21.01%	25
A few times a year	14.29%	17
Never	2.52%	3
<b>TOTAL</b>		<b>119</b>

### Q5 What activities would you participate in or like to see in Talent?[Select all that apply]

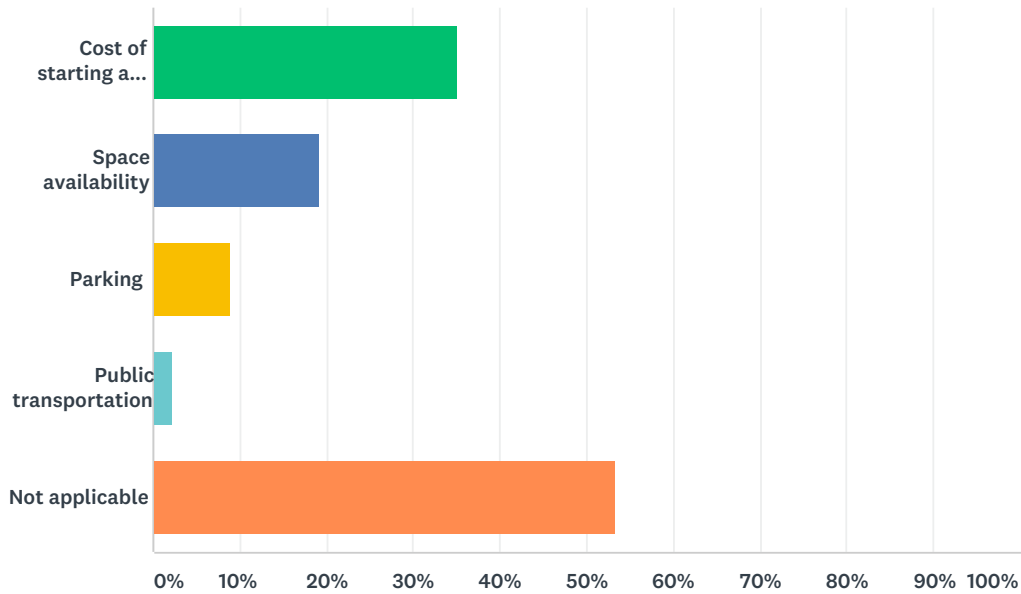
Answered: 113 Skipped: 8



ANSWER CHOICES	RESPONSES	
Recreational	80.53%	91
Cultural	71.68%	81
Entertainment	84.07%	95
Family/youth	44.25%	50
Sports	29.20%	33
Total Respondents: 113		

### Q6 Have you considered operating a business in Talent? If so, what are the challenges you face to open/operate a business? [Select all that apply]

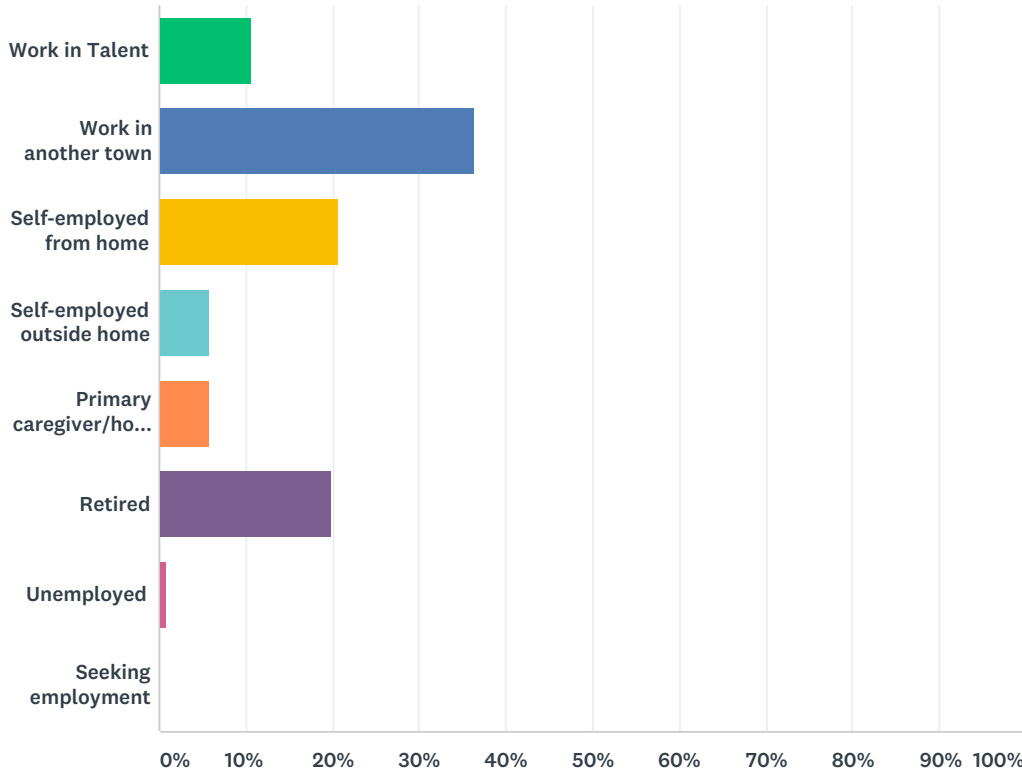
Answered: 88 Skipped: 33



ANSWER CHOICES	RESPONSES	
Cost of starting a business	35.23%	31
Space availability	19.32%	17
Parking	9.09%	8
Public transportation	2.27%	2
Not applicable	53.41%	47
Total Respondents: 88		

### Q7 What is your employment status?

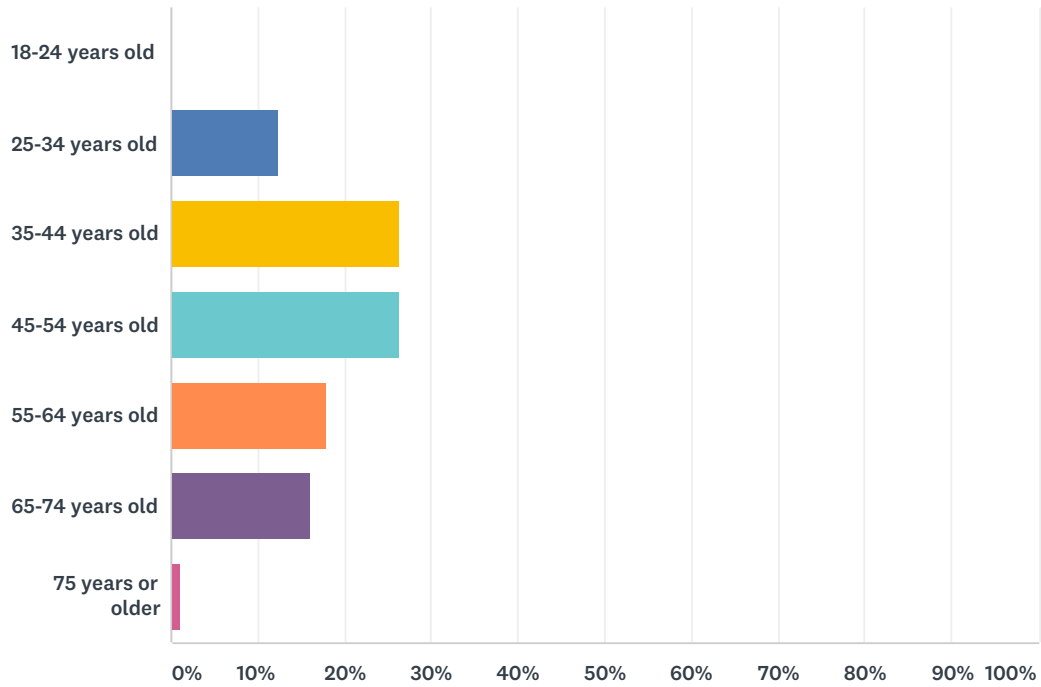
Answered: 121 Skipped: 0



ANSWER CHOICES	RESPONSES	
Work in Talent	10.74%	13
Work in another town	36.36%	44
Self-employed from home	20.66%	25
Self-employed outside home	5.79%	7
Primary caregiver/homemaker in my home	5.79%	7
Retired	19.83%	24
Unemployed	0.83%	1
Seeking employment	0.00%	0
<b>TOTAL</b>		<b>121</b>

### Q8 What is your age range?

Answered: 106 Skipped: 15



ANSWER CHOICES	RESPONSES	
18-24 years old	0.00%	0
25-34 years old	12.26%	13
35-44 years old	26.42%	28
45-54 years old	26.42%	28
55-64 years old	17.92%	19
65-74 years old	16.04%	17
75 years or older	0.94%	1
<b>TOTAL</b>		<b>106</b>

## Q9 For what would you like the City of Talent to be known?

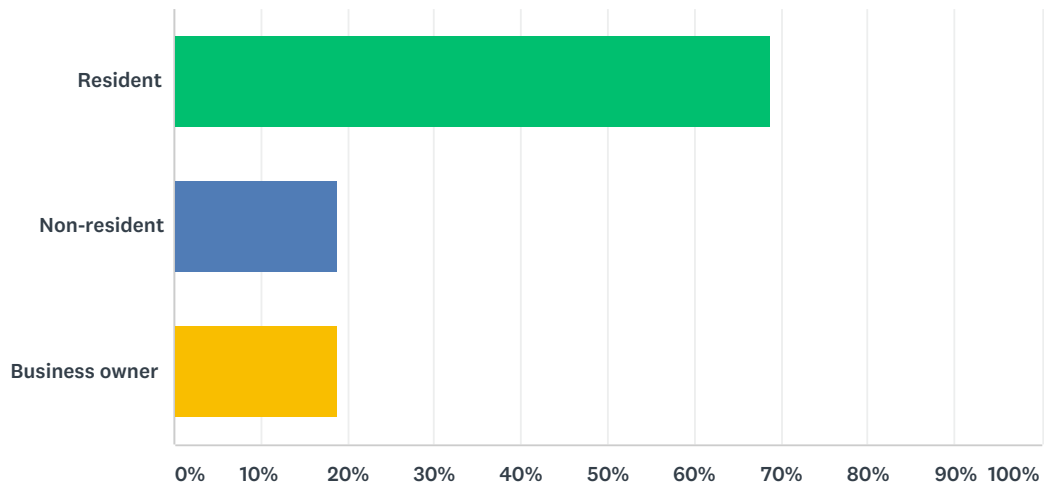
Answered: 100 Skipped: 21

## Q10 Anything else you'd like to add about economic development in Talent?

Answered: 71 Skipped: 50

# Q1 Are you a resident, business-owner, non-resident of the City of Talent? [Select all that apply]

Answered: 16 Skipped: 0

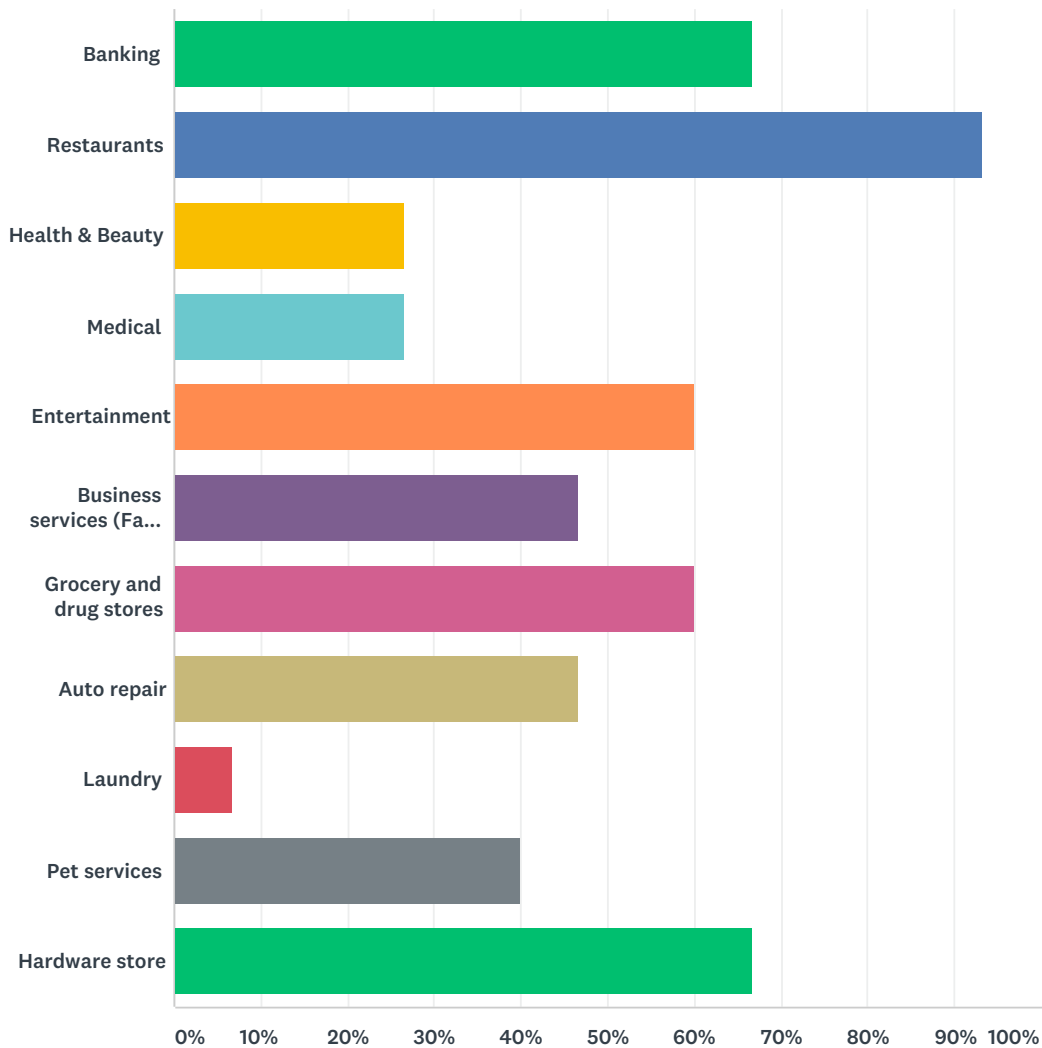


ANSWER CHOICES	RESPONSES
Resident	68.75% 11
Non-resident	18.75% 3
Business owner	18.75% 3
Total Respondents: 16	



## Q2 For Residents/Non-Residents: What businesses and/or services would you frequent in Talent on a regular basis? [Select all that apply]

Answered: 15 Skipped: 1

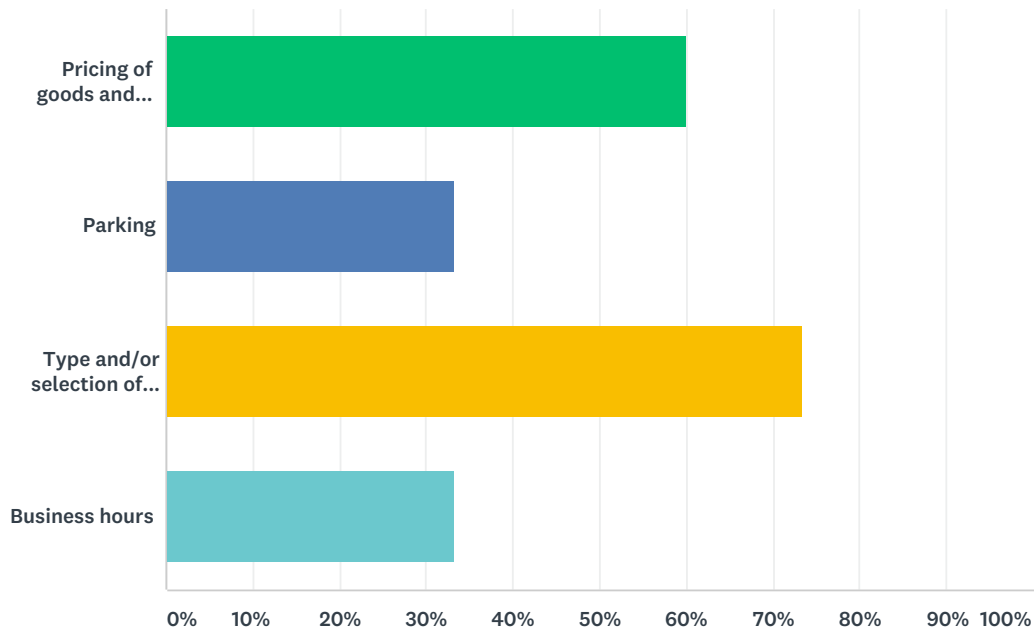


ANSWER CHOICES	RESPONSES	
Banking	66.67%	10
Restaurants	93.33%	14
Health & Beauty	26.67%	4
Medical	26.67%	4
Entertainment	60.00%	9
Business services (Fax, copy center, shipping)	46.67%	7
Grocery and drug stores	60.00%	9
Auto repair	46.67%	7
Laundry	6.67%	1

Pet services	40.00%	6
Hardware store	66.67%	10
Total Respondents: 15		

### Q3 What are the challenges you find that inhibit you from shopping, doing business and spending your dollars in Talent? [Select all that apply]

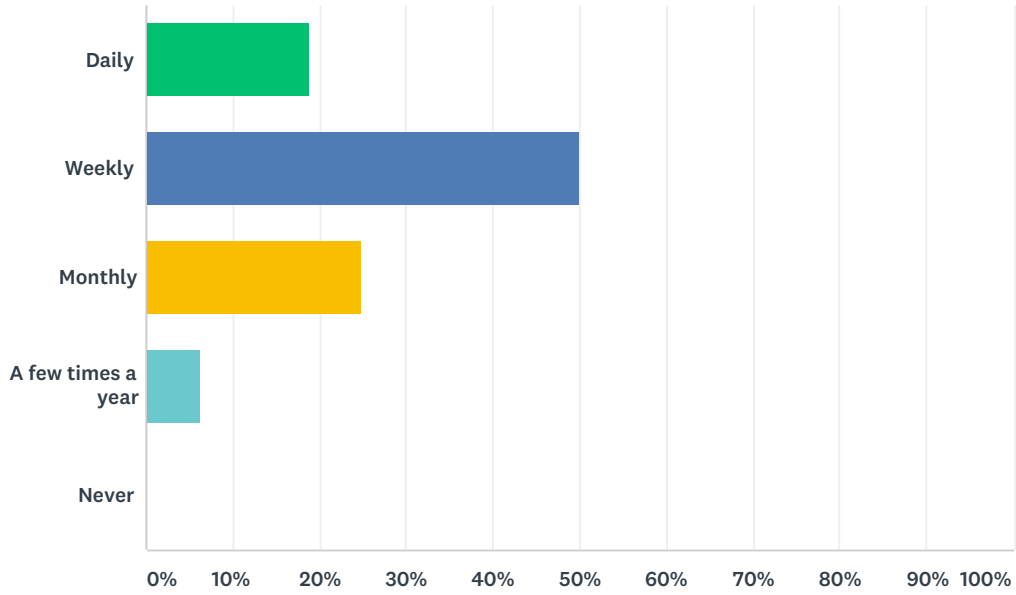
Answered: 15 Skipped: 1



ANSWER CHOICES	RESPONSES
Pricing of goods and services	60.00% 9
Parking	33.33% 5
Type and/or selection of services	73.33% 11
Business hours	33.33% 5
Total Respondents: 15	

### Q4 How often do you shop for goods and services in Talent?

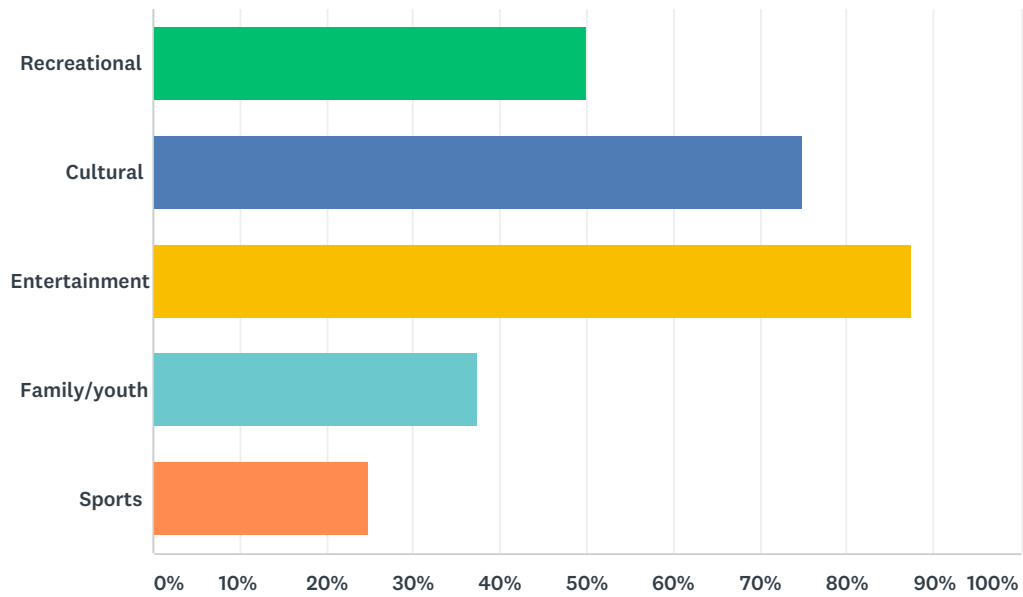
Answered: 16 Skipped: 0



ANSWER CHOICES	RESPONSES	
Daily	18.75%	3
Weekly	50.00%	8
Monthly	25.00%	4
A few times a year	6.25%	1
Never	0.00%	0
<b>TOTAL</b>		<b>16</b>

### Q5 What activities would you participate in or like to see in Talent?[Select all that apply]

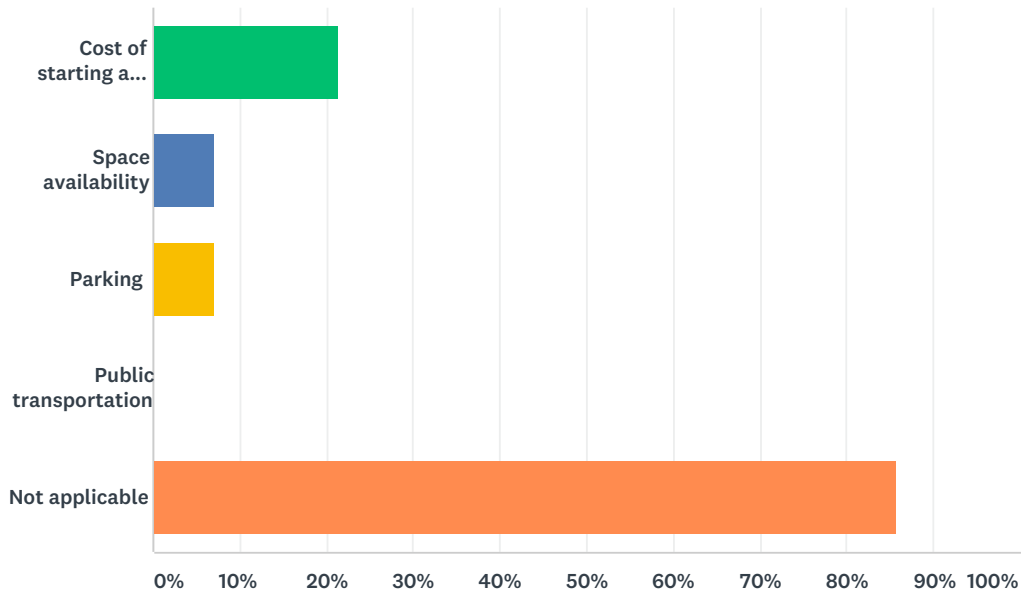
Answered: 16 Skipped: 0



ANSWER CHOICES	RESPONSES	
Recreational	50.00%	8
Cultural	75.00%	12
Entertainment	87.50%	14
Family/youth	37.50%	6
Sports	25.00%	4
Total Respondents: 16		

### Q6 Have you considered operating a business in Talent? If so, what are the challenges you face to open/operate a business? [Select all that apply]

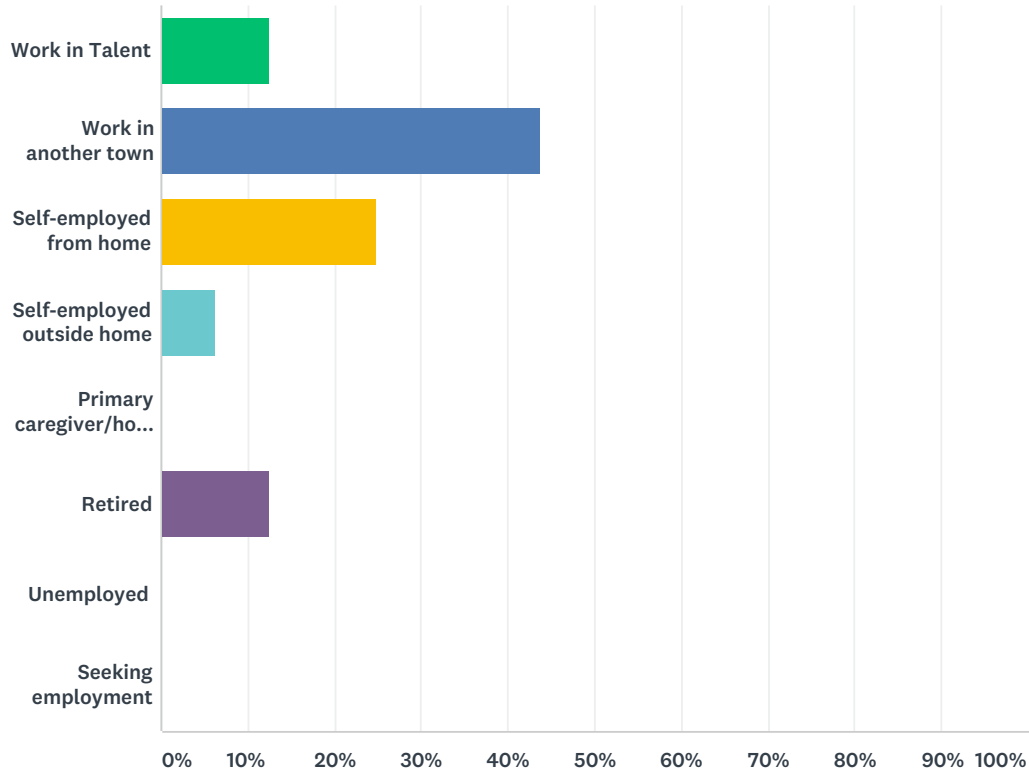
Answered: 14 Skipped: 2



ANSWER CHOICES	RESPONSES
Cost of starting a business	21.43% 3
Space availability	7.14% 1
Parking	7.14% 1
Public transportation	0.00% 0
Not applicable	85.71% 12
Total Respondents: 14	

### Q7 What is your employment status?

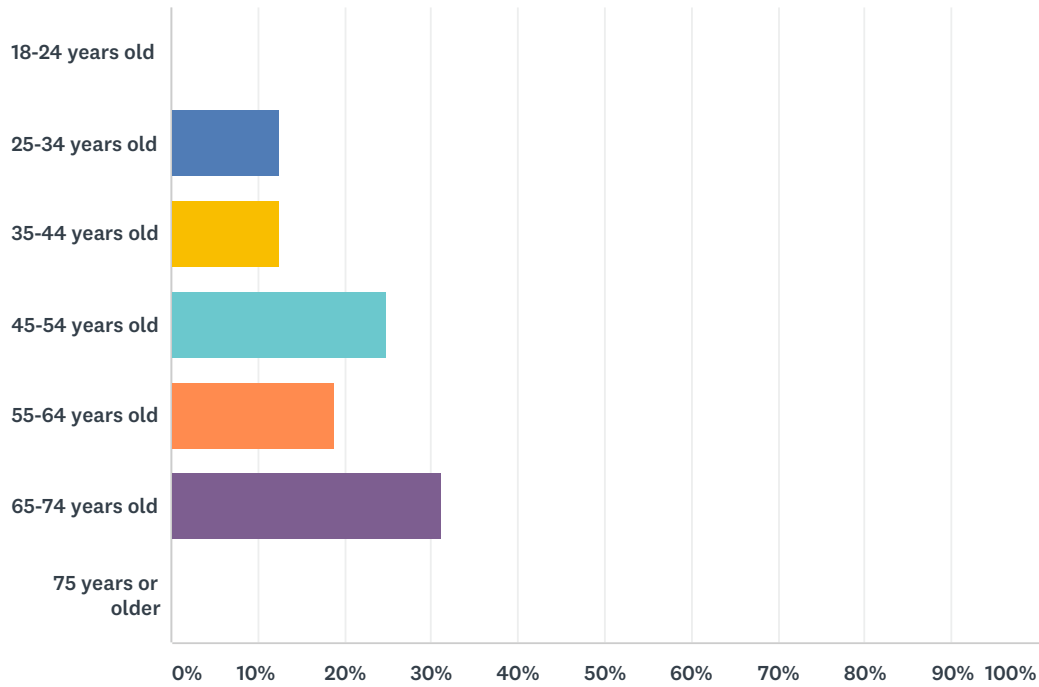
Answered: 16 Skipped: 0



ANSWER CHOICES	RESPONSES	
Work in Talent	12.50%	2
Work in another town	43.75%	7
Self-employed from home	25.00%	4
Self-employed outside home	6.25%	1
Primary caregiver/homemaker in my home	0.00%	0
Retired	12.50%	2
Unemployed	0.00%	0
Seeking employment	0.00%	0
<b>TOTAL</b>		<b>16</b>

### Q8 What is your age range?

Answered: 16 Skipped: 0



ANSWER CHOICES	RESPONSES	
18-24 years old	0.00%	0
25-34 years old	12.50%	2
35-44 years old	12.50%	2
45-54 years old	25.00%	4
55-64 years old	18.75%	3
65-74 years old	31.25%	5
75 years or older	0.00%	0
<b>TOTAL</b>		<b>16</b>



## Q9 For what would you like the City of Talent to be known?

Answered: 16 Skipped: 0

## Q10 Anything else you'd like to add about economic development in Talent?

Answered: 12 Skipped: 4

## **Talent Economic Development Commission 2019 Goals**

Goal #1: Develop a budget proposal and establish account through the City to fund activities necessary for the EDC fulfill its primary purpose and stated goals. (Early 2019)

Goal #2: Analyze the Talent Economic Development survey. Provide analysis and recommendations to Council. (Spring 2019)

Goal #3: Identify best practice for EDC to engage and survey local businesses. The EDC will engage between 10 and 20 Talent businesses to determine pros/cons of operating a business in Talent and relay those findings to Council. (Summer 2019)

Goal #4: Identify barriers to starting, operating, and growing a business in Talent. Develop plan of action to help mitigate those barriers. (Fall 2019)

# **Talent Economic Development Commission Budget Proposal**

## 2018 Expenditures (Paid directly by commissioners)

- Commissioner Mallory
  - o Domain purchase: talentoregonsurveys.com, talentoregonsurvey.com
- Commissioners Buono & Wilcoxson
  - o SurveyMonkey.com fee: \$37/month (3 months)

## 2019 Anticipated Expenditures

- Outreach/marketing collateral
- Talent Business Leaders Forum (TBD)
- ...
- ...
- ...

## 2019 Projected Budget: